BROCHURE:  
example1- TheVillagesInc.  
[Dill,TheVillagesInc.](http://www.thevillagesinc.org/family-style-homes/Group%20home%20brochure%207-28-08.pdf)  
  
example2- SilvercrestGroupHome  
[Dill,SIlvercrestGroupHome](http://www.familyservicesnew.org/silvercrest/brochure.pdf)  
  
example3- KokopelliGroupHome  
[Dill,KokopelliGroupHome](http://kokopelli-recovery.org/downloads/Kokopelli_Group_Home_Brochure-3.pdf)  
  
Characteristics:  
Name of company/service offering  
Purpose of brochure (to tell what the purpose of the co./service)  
Background information  
subheadings  
Contact information  
Pictures (co./service/people working/map)  
  
Criteria:  
Captions that match/go along with pictures  
Slogan/ mission statement  
Eye catching, colorful, interesting  
Neat (vs. sloppy)  
SHORT bullet points  
“easy” to read/not overwhelming  
Not too much writing